

**ENVIRONMENTAL DEGRADATION AS THE IMPACT OF CAPITALIST INTEREST
AND THE LACK OF PUBLIC AWARENESS
IN *SPONGEBOB'S LAST STAND* MOVIE**

THESIS

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ABSTRACT

Kurniawan, Arif. 2014. **Environmental Degradation as the Impact of Capitalist Interest and the Lack of Public Awareness in *SpongeBob's Last Stand* Movie**. Study Program of English, Universitas Brawijaya. Supervisor: Yusri Fajar, Co-supervisor: Winda Candra Hantari.

Keywords: environmental degradation, public awareness, capitalism, *SpongeBob's Last Stand* movie.

Environmental problems are threatening human life in this world now. Environmental problems cause an imbalance between human and nature. One of the environmental problems is environmental degradation caused by capitalist interest and lack of public awareness. The problem is reflected in *SpongeBob's Last Stand* movie as a reflection to the reality now. There are two problems to be solved in this study; (1) how capitalist interest results in environmental degradation and what the impacts of that interest toward environment; (2) how far the awareness of people in the movie toward the environment.

This study uses ecocriticism as the main theory to analyze this movie. This study also uses a concept of capitalism and movie studies.

The result of the study finds that environmental degradation causes many impacts to the whole city. In the movie, Plankton as the capitalist builds a highway which crossing Jellyfish Field as the greenest place in Bikini Bottom. All people approve it without realizing the impact after that. SpongeBob who disagrees with the highway struggles to stop it but it is vain. Jellyfish as the main occupant of Jellyfish Field take revenge to the whole city because their habitat is destroyed by them. A great chaos is in the city. Everybody gets the impact for what they have done.

A study about environment is very important and interesting. SpongeBob as an animation movie has many stories telling about environmental problems. It is good for the next researcher to keep on studying environment from many aspects to find solution for environmental problems.

ABSTRAK

Kurniawan, Arif. 2014. **Kerusakan Lingkungan sebagai Dampak Kepentingan Kapitalis dan Kurangnya Kesadaran Masyarakat di Film *SpongeBob's Last Stand***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Yusri Fajar, (II) Winda Candra Hantari.

Kata kunci: kerusakan lingkungan, kesadaran masyarakat, kapitalisme, film *SpongeBob's Last Stand*.

Akhir-akhir ini, masalah lingkungan adalah masalah yang sangat serius yang mengancam kehidupan manusia di dunia ini. Masalah lingkungan menyebabkan ketidakseimbangan antara manusia dan alam. Salah satu masalah lingkungan adalah kerusakan lingkungan yang disebabkan oleh kepentingan kapitalis dan kurangnya kesadaran masyarakat. Masalah tersebut tercermin dalam film *SpongeBob's Last Stand* sebagai refleksi dalam kehidupan sekarang. Ada dua masalah yang coba diselesaikan dalam penelitian ini: (1) bagaimana kepentingan kapitalis yang membuat kerusakan lingkungan dan apa dampak dari kerusakan tersebut terhadap lingkungan, (2) sejauh mana kesadaran masyarakat dalam film tersebut terhadap lingkungan .

Penelitian ini menggunakan ecocriticisme sebagai teori utama untuk menganalisis film tersebut. Penelitian ini juga menggunakan konsep kapitalisme dan kajian film.

Hasil penelitian ini menemukan bahwa kerusakan lingkungan menyebabkan banyak dampak terhadap seluruh kota. Dalam film ini, Plankton sebagai kapitalis membangun jalan tol diatas Jellyfish Field sebagai tempat terhibur di Bikini Bottom. Semua orang menyetujuinya tanpa menyadari dampak yang akan terjadi. SpongeBob yang tidak setuju dengan pembangunan jalan tol tersebut berjuang untuk menghentikannya tetapi sia-sia. Ubur-ubur sebagai penghuni utama Jellyfish Field membuat balas dendam ke seluruh kota karena habitat mereka dihancurkan oleh pembangunan jalan tol. Sebuah kekacauan besar terjadi di kota dan semua orang mendapat dampak dari apa yang telah mereka lakukan.

Penelitian tentang lingkungan sangat penting dan menarik. SpongeBob sebagai film animasi memiliki banyak cerita yang menceritakan tentang masalah lingkungan. Hal ini baik bagi peneliti selanjutnya untuk terus mempelajari lingkungan dari berbagai aspek agar menemukan solusi untuk masalah lingkungan.

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